

AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions of claims in the application.

1. (Currently amended) A method for collecting information on an audience of a broadcast media stream, the method comprising:

connecting a radio telecommunication system and a broadcast system to perform a media system,

broadcasting a media stream on at least one broadcast channel of the broadcast system,

transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel,

connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

collecting information on the audience connected to the media system, the information being on active users and passive users,

processing the collected information in a predetermined way, [[and]]

~~showing~~transmitting the collected information to be shown on the screen of a user terminal and showing the collected information on the screen of a broadcaster's terminal,
and

transmitting templates for a screen menu or showing the collected information to a user terminal as parallel information.

2. (Previously presented) The method of claim 1, wherein the audience has an interactive connection to the media stream system via an interactive menu shown on the screen of a user terminal.

3. (Previously presented) The method of claim 1, wherein the information on the audience is collected in a memory.
4. (Canceled)
5. (Previously presented) The method of claim 1, wherein templates for the interactive menu or showing the collected information are ready-made, stored in a user terminal and being modified according to the parallel information.
6. (Canceled)
7. (Previously presented) The method of claim 1, wherein the information on the active users is collected by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.
8. (Previously presented) The method of claim 1, wherein the parallel information is transmitted as a packet transmission.
9. (Previously presented) The method of claim 1, wherein location information on the audience is collected.
10. (Previously presented) The method of claim 1, wherein the collected information is used for searching for at least one of the good times, geographical areas and modes for advertising.
11. (Currently amended) A media system for collecting information on the audience of a broadcast media stream, the media system comprising:

a broadcast system configured to broadcast a media stream on at least one broadcast channel of the broadcast system, a radio telecommunication system configured to transmit parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel, and to transmit templates for a screen menu or showing the collected information to a user terminal as parallel information,

and further configured to connect the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

a server configured to collect information on the audience connected to the media system, the information relating to active users and passive users and

further configured to process the collected information in a predetermined way, and a display on a ~~user terminal and a display on a broadcaster's terminal~~ [[both]] configured to show the collected information, and

the radio telecommunication system further configured to transmit the collected information to be shown on a user terminal's screen as parallel information.

12. (Previously presented) The system of claim 27, further comprising an interactive menu shown on the screen of a user terminal for connecting the audience via an interactive connection to the media stream system.

13. (Previously presented) The media system of claim 27, further comprising means for collecting the information on the audience in a memory.

14. (Canceled)

15. (Previously presented) The media system of claim 27, further comprising means for storing ready-made templates for the interactive menu or showing the collected information and modifying them according to the parallel information.

16. (Canceled)

17. (Previously presented) The media system of claim 27, further comprising means for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.

18. (Previously presented) The media system of claim 27, further comprising means for transmitting the parallel information as a packet transmission.

19. (Previously presented) The media system of claim 27, further comprising means for collecting location information on the audience.

20. (Currently amended) ~~A user terminal~~An apparatus for collecting information on an audience of a media stream broadcast by a media system ~~the user terminal~~the apparatus comprising:

a receiver configured to receive parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel of the broadcast system, the broadcast system being a part of the media system,

a controller block configured to connect the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

a processor configured to change a parallel information reception state according to the user's selections,

a transmitter configured to transmit selections made by active users for collecting information on the audience connected to the media system, [[and]]

a user interface configured to show the collected information,

a memory for storing ready-made templates for screen menus or showing the collected information and modifying the templates according to the parallel information, and

the receiver further configured to receive the templates for a screen menu or showing the collected information as parallel information.

21. (Currently amended) The ~~user terminal~~apparatus of claim 20, further comprising means for the audience to have an interactive connection to the media stream system via an interactive menu.

22. (Currently amended) The ~~user terminal~~apparatus of claim 20, further comprising means for active users to make their selections by using a virtual menu button on the screen of a ~~user terminal~~an apparatus comprising options to be selected.

23. (Currently amended) The ~~user terminal~~apparatus of claim 20, further comprising means for transmitting and receiving parallel information as a packet transmission.

24. (Currently amended) The ~~user terminal~~apparatus of claim 20, further comprising means for collecting information on active users by using an interactive menu on the screen of a ~~user terminal~~an apparatus comprising options to be selected and by using the parallel channel for transmitting the user selections.

25. (Currently amended) A method for collecting information on an audience of a broadcast media stream, the method comprising:

connecting a radio telecommunication system and a broadcast system to perform a media system[[]],

broadcasting a media stream on at least one broadcast channel of the broadcast system,

transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel,

connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

collecting information on the audience connected to the media system, the information being on active users or passive users,

processing the collected information in a predetermined way, [[and]]

~~showing~~transmitting the collected information to be shown on the screen of a user terminal or showing the collected information on the screen of a broadcaster's terminal, and
transmitting templates for a screen menu or showing the collected information to a user terminal as parallel information.

26. (Canceled)

27. (Currently amended) A media system for collecting information on the audience of a broadcast media stream, the media system comprising:

a broadcast system configured to broadcast a media stream on at least one broadcast channel of the broadcast system, a radio telecommunication system configured to transmit parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel, and to transmit templates for a screen menu or showing the collected information to a user terminal as parallel information,

and further configured to connect the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

a server configured to collect information on the audience connected to the media system, the information relating to active users or passive users and

further configured to process the collected information in a predetermined way, and a display on a user terminal and a display on a broadcaster's terminal wherein one of the displays is configured to show the collected information, and
the radio telecommunication system further configured to transmit the collected information to be shown on a user terminal's screen as parallel information.

28. (Canceled)

29. (New) The apparatus of claim 20, wherein the apparatus comprises a user terminal.